



CENTRAL QUEENSLAND

# Capricorn Tourism

Take a real holiday

15<sup>th</sup> June 2007

## **MEDIA RELEASE**

### **Visitor boost to Central Queensland Caravan Park Occupancy growth tops the state**

The Central Queensland region has seen positive growth from interstate visitors according to the latest domestic tourism statistics released by Tourism Queensland.

For the last 12 months to March 2007 visitors to the Central Queensland region increased by an **impressive 11.2%** bringing over one million new visitors to the region.

The total nights spent in the Central Queensland region **grew by 14.7%** extending the total length of stay to 3.75 days across the region.

This result is well above the overall Queensland visitor statistics which rose by 5.9% during the same period.

Capricorn Tourism General Manager, Alan Chamberlain, commented on the increased tourism figures to the Capricorn region.

"These results reaffirm the popularity of the Capricorn region to interstate visitors showcasing our region's key iconic attractions of Carnarvon Gorge, Great Barrier Reef, Rockhampton and the Capricorn Coast as a desirable region to take a real holiday."

The positive economic benefits from increased visitor numbers was also seen in Central Queensland's hotel and motel occupancy levels, which increased by 8% in the last twelve months to December 2006.

The interstate drive market continued the strong push in Central Queensland with a 6.1% growth in caravan park site occupancy over the 12 months to March 2007.

Central Queensland caravan parks showcased the **highest growth rate in all Queensland** regions followed closely by the Whitsunday's.

-Ends-

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